

CLIA joins with Marsh in online insurance launch

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CRUISE industry trade body the Cruise Lines International Association has joined forces with insurer Marsh to provide an online service to its members quoting on insurance products, writes Sandra Speares.

CLIA members can access Marsh ConsumerConnexions through the members-only part of the CLIA website.

CLIA president and chief executive Terry Dale said: "CLIA's goal is to provide our members with the broadest possible range of products and services designed to support their businesses in every way.

"These new insurance products from Marsh are a major step towards completely fulfilling that goal."

Marsh will offer a number of insurance programmes covering health care and life, home and car insurance.

With warnings in the insurance market that new levels of passenger liability under the 2002 protocol to the Athens convention would be uninsurable for larger passenger vessels, Marsh was responsible for putting forward proposals on insurance cover for war and terrorism risk which would provide a guarantee of cover if existing insurance did not meet the requirements of the convention.

The price to the carrier for this cover was estimated to be less than \$0.10 per passenger per day.

CLIA is expecting record cruise passenger volumes this year, the association announced recently. Prices are expected to increase slightly.

Around 12.8m passengers worldwide are expected to take cruises this year, slightly ahead of provisional figures for 2007 of 12.6m. About 10.5m passengers will be North Americans, according to CLIA.

At a recent press briefing Dan Hanrahan of Celebrity Cruises, who is CLIA's marketing committee chairman, said he believed that the outlook remained good despite the turmoil in the financial markets.

"If people have to cut back spending our belief is that they would rather do without a new car or postpone renovation of their kitchen," he said.

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